

# SHERIDAN COUNTY TRAVEL AND TOURISM

BOARD OF COMMISSIONERS MEETING



## CONSENT AGENDA

- ✓ Introductions
- ✓ Additions/Changes
- ✓ Old Business
- ✓ New Business
- ✓ Executive Session

## PACKET MATERIALS

- ✓ Minutes of Previous Meeting
- ✓ Financial Documents
- ✓ Grant Documents
- ✓ Strategic Clarity Document

**DECEMBER 19, 2023**  
 -----  
 Information Center  
 1517 E 5<sup>th</sup> Street  
 11:00AM

## EXECUTIVE SUMMARY

- Lodging Tax Collections (A)
  - State Reporting Date:
    - 11/2023: \$147,491
    - YOY: 121.07%
- Year-to-Date Budget Report (B)
- Accounts Paid (C)
  - (November): \$150,440.63
- STR Occupancy Report (D)
- Analytics Review (E)

## UPDATES

- Earned Media/Visits
- Film/Photography Projects
- Grant Requests/Grant Reports
- Important Dates
- Burgess Junction
- 2023 National Finals Rodeo
- 2024 WYO Winter Rodeo
- 2024 Travel Schedule + Forms

ONGOING

## DATA AT A GLANCE

Occupancy %	SEPT	OCT
This Year	70.1	52.3
Last Year	65.6	52.2
% Change	6.6	0.1

Social Reach	OCT	NOV
Facebook	106,507	46,155
Instagram	3,708	4,267
Flickr	1,875,923	1,904,309
YouTube	91,216	86,380

## GRANT REQUESTS AND REPORTS

ENTITY	GRANT TYPE	REQUEST	APPROVAL/NOTES
The Brinton Museum	Sponsorship	\$5,000	Big Horn Rendezvous
Sheridan Chess Association	Matching Funds	\$1,500	Sheridan Open Chess Tournament

## OLD AND NEW BUSINESS

- ✓ NEW: 2024 DataFy Contract
- ✓ NEW: Forest Service Contract
- ✓ NEW: \$90 Repayment

## ACCOUNTS

Account Name	Value
Adjusted WYO-Class	\$658,869.67
First Federal Checking	\$144,899.13

## IMPORTANT DATES

- Jan 29-Feb 2 Brand USA Mexico Sales Mission
- Feb 10 WYO Winter Rodeo Skijoring
- Feb 25-27 Governor's Conference, Cheyenne
- Mar 11-15 Brand USA South America Sales Mission
- Mar 19-20 Destination Capitol Hill DC
- Apr 19-22 IRU Casper WY
- Apr 30-May 1 WOT New York City Media Mission
- May 3-7 IPW Los Angeles CA
- Mar 11-15 Brand USA S. America Sales Mission
- Jun 3-7 Brand USA Canada Mission
- Jul 15-19 Brand USA Japan and Korea Mission
- Aug 7-10 ESTO Columbus OH
- Oct 7-10 ATTA Travel Summit Panama
- Oct Brand USA Travel Week Europe
- Dec National Finals Rodeo

## ADDITIONS & NEWS

## ADJOURN